

Cart Abandonment in E-Commerce: Insights from the Fashion Industry

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Abstract

Purpose: Shopping Cart Abandonment is a persistent problem in the fashion e-commerce industry, leading to significant revenue losses and brand avoidance. The objective of this study is to examine the antecedents of shopping cart abandonment and its subsequent impact on brand avoidance and negative word of mouth. The model was developed by using behavioral reasoning theory (BRT). The current study examines the role of website usability, variety seeking tendency, choice overload and perceived transaction inconvenience in influencing shopping cart abandonment. The study further explores how shopping cart abandonment leads to brand avoidance and negative word of mouth.

Research Design/Methodology: Data was collected through survey questionnaire responses from 300 online fashion shoppers using purposeful sampling technique. Structural equation modeling (SEM) is used for data analysis, with confirmatory factor analysis for the establishment of validity and reliability. SEM allows for a thorough examination of the relationships between variables, providing robust statistical insights.

Findings: The findings align with the proposition of BRT establishing a significant relationship between study variables. Results demonstrate that how shopping cart abandonment influences negative consumer behaviors.

Originality: The study adds to the existing literature on digital consumer behavior by examining key reasons for and reasons against that affect purchasing decisions. This study is particularly relevant for e-commerce managers, web developers, and digital marketers seeking data driven insights to improve customer retention and conversion rates in the highly competitive online fashion industry. By analyzing consumer behavior patterns, this research seeks to provide practical recommendations for e-commerce companies to optimize their platforms, improve user experience, and implement strategies that mitigate shopping cart abandonment.

Keywords: Cart Abandonment, Choice Overload, Perceived Transaction Inconvenience, BRT, Fashion Industry

Introduction

The fashion industry is involved in the design, production, and sale of clothing and apparel (Rauschnabel et al., 2016). It encompasses various sectors, including the creation of raw materials, the design and manufacturing of garments, as well as their commercialization and marketing (Akram et al., 2022). As a global sector, the fashion industry has a considerable economic, political, and cultural influence worldwide (Craik, 2009). The notion of fashion originated in western Europe during the mid-14th century (Reilly & Hawley, 2019). Over time, the spatial, social, and economic framework of the fashion industry has undergone cycles of change (Miller & Merrilees, 2004) and has gradually expanded across the globe. Pakistan is rapidly expanding as a South Asian fashion retail sector. After achieving independence from the British colonial, Pakistan embarked on a constructive modernization route and was regarded as an early fashion adopter in the 1960s and 1970s; nevertheless, the fashion industry came to a standstill in the early 1970s (Kashif & Mubarik, 2021).

Fashion products represent a key segment of the e-commerce sector, which has witnessed the rise of a "new" approach to online marketing (Guercini et al., 2018). Various features may be needed for online sales, such as those that engage and persuade customers to make a purchase (Landim et al., 2022). E-commerce, short for electronic commerce, involves the use of electronic media and the internet for conducting transactions related to goods and services. This encompasses businesses utilizing both the internet and information technology, including electronic data interchange. E-commerce refers to online retailers' websites that directly sell products and services to consumers through their platforms. Payment gateways facilitate credit, debit, and electronic funds transfer (EFT) transactions via a digital shopping cart ("An Overview of Electronic Commerce (e-Commerce)," 2021).

The beginning of online retailing occurred in the mid-1990s through platforms like New Market Website, Amazon, and eBay, which launched in 1995 (Ozansoy Çadırcı & Sağkaya Güngör, 2021). The swift expansion of e-commerce has significantly affected the global retail industry. It is projected that by 2025, global e-commerce sales will reach \$7.385 trillion, representing 24.5% of overall retail sales (Lebow, 2021). The number of online customers is increasing rapidly due to the benefits of online purchasing, such as convenience, greater access to product-related information, and round-the-clock accessibility (Bell et al., 2020; Mittal, 2023; Rubin et al., 2020).

Online shopping gained popularity in the early 2000s, and the recent pandemic caused a paradigm shift in consumer behavior (Donthu & Gustafsson, 2020). Online shopping has transformed consumer habits, leading to a transition from conventional in-store purchases to a blend of online and physical shopping (Wei et al., 2024

Some customers may place goods under consideration in their carts as a wish, a way to bookmark the purchase, for entertainment or to calculate the final cost. As a result, customers may utilize their carts to narrow down selections to a consideration set that may be further analyzed. Then online evaluation occurs when online shoppers check the cart contents and analyze the goods in the evoked set using the prior experience and unique purchasing criteria (Nedungadi, 1990). Shoppers compare and contrast their selection criteria, focusing on the qualities that are most important to their motivations (Howard & Sheth, 1969.), such as the overall cost of purchasing the cart contents. Consumers decide whether to proceed to check out and purchase the items in their cart.

Online shoppers may progress through steps out of order for a variety of reasons. For example, consumers may not require product information and hence proceed to purchase. Shoppers may also alter their minds and return to the information search or cancel an intended transaction at any time. It is essential to investigate consumer non-buying behavior to gain a deeper understanding of buying behavior. In the context of online retailing, non-buying behavior is particularly noticeable as many customers add products to their virtual carts but then abandon them before making the purchase. The term shopping cart abandonment was introduced by (Kukar-Kinney & Close, 2010); it refers to a situation where in customers choose their intended items for purchase, and adds them to their shopping cart; however they exit soon after without completing the purchase. This behavior is referred to as virtual or online shopping cart abandonment (Kukar-Kinney & Close, 2010). consumer behavior is "online shopping cart abandonment," where shoppers spend a considerable amount of time selecting items for their cart but ultimately decide not to finalize their purchase. (Das Sarma et al., 2025). Factors contributing to shopping cart abandonment include the inability to physically inspect items, concern regarding delivery and returns, frequent catalog purchases, and past experiences with online shopping.

According to Baymard Institute's extensive research, 68.81% of online shopping carts are abandoned. Thus, internet retailers saw a threefold loss in profits amounting to around \$18 million every year. In 2022, online shopping cart abandonment rates ranged from 78% to 98%

across industries, with online fashion shopping reporting an alarming 87.79% (Das Sarma et al., 2025). According to previous literature, the most common reasons for cart abandonment were difficulty navigating web pages, unexpected costs with purchases, competition with lower pricing, protracted processes with extreme difficulties in securing payments, and an insufficient delivery choice.

Undoubtedly, one of the most significant shifts in the marketplace that has occurred over the last few decades – a direct result of technological advancements – is the rise of online shopping. Today, one of the biggest issues facing online fashion retail sellers is online shopping cart abandonment (Rochanapon et al., 2021). Approximately 70% of online shoppers abandon their shopping carts, even with the remarkable surge in online shopping, statistics indicate that 70.19% of shopping carts were left behind in the e-commerce sector in 2025 (Statista 2025). In the industry of fashion e-commerce, the rate of shopping cart abandonment stands at 68.3% (Krunal Vaghasiya, 2025).

In Pakistan, in ecommerce industry the 9.4% of all website visitors add an item to their shopping cart. Of those 74.9% abandon their cart without making a purchase (representing 7% of all website visitors). As a result, 2.4% of websites visitors complete their transactions (ECDB, 2025). Low entry and exit barriers characterize internet retailing, which lowers the conversion rates of online purchases. Converting items in shopping carts into actual sales is a difficult undertaking for online businesses (Gupta et al., 2025). Although online buying has many benefits, there are some downsides like cart abandonment (Jamil et al., 2024; Mazhar et al., 2024), an ecommerce cart is a digital space that allows customers to pick, inspect, and hold items on retail websites before making a purchase.

Cart abandonment refers to the situation where shoppers add items to their online shopping cart but do not proceed to complete the purchase within that session (Kukar-Kinney & Close, 2010). Many online buyers browse without the intention of making a purchase, which contributes to cart abandonment (Erdil, 2018). Despite optimistic growth forecasts for the online retail sector, e-commerce sales only a 7.7% increase in 2022, a notable decline from the double-digit growth rates experienced in the prior five years. This slowdown in e-commerce growth is closely associated with consumers not finalizing their purchases, with 75% of buying attempts being abandoned after items are placed in the cart (Jiang et al., 2021). The act of leaving an online store without completing a purchase is referred to as “consumer dropout” or “electronic shopping cart abandonment” (ESCA) (Bell et al., 2020). This can happen at any stage of the online purchasing process (Patharia & Jain, 2024). Various factors contribute to ESCA,

including procrastination (Negra & Nabil Mzoughi, 2012) and hesitation during the buying experience.(Cho et al., 2006).

Virtual shopping carts have other potentially hedonic uses; like using the cart as a research or organizational tool, as well as for entertainment purposes. Unquestionably such behavior is much less common in traditional, brick-and-mortar settings, where consumers are unlikely to add and carry weighty products in shopping carts for entertainment, or leave a store without completing the purchase if, after the clerk has scanned and bagged all of the items in the shopping cart, consumer deem the bill too expensive (Palos-Sanchez et al., 2022). The reasons for this can be attributed, at least in part, to social norms and the pressure of making impressions in public versus private settings, which are typical of traditional retail locations. Additionally, the consequences of not making a purchase may be heightened in these circumstances, such as the time wasted traveling and the added stress on sales staff to organize all the items that were not bought. In other words, the rapid growth of online shopping platforms contributes significantly to customers abandoning their shopping carts, highlighting the need to grasp the fundamental reasons behind this behavior. (Rubin et al., 2020). Shopping cart abandonment (SCA) research contributes to the understanding of customer confidence in digital transactions, which is important as more economies throughout the world migrate to online platforms. Cart abandonment will be reduced, allowing for a technologically seamless and interconnected market (Sharma & Srivastava, 2025).

Various studies have proposed that there are many customers who often hesitate to make online purchases due to concerns about privacy, payment security, and hidden expenses (Wang et al., 2023). Consumers may be hesitate because of fear of data breaches or poor product quality (Deb et al., 2023). It also suggests that increasing consumer trust in their ability to navigate and complete online purchasing can reduce cart abandonment rates. A higher self-efficacy has been demonstrated in consumers who have familiarity with digital skills make faster purchases (Guoyan et al., 2023; Yi & Hwang, 2003). Satisfaction with product choices is important. Complexity in comparing and selecting items might reduce consumer pleasure and increase cart abandonment (Sharma & Srivastava, 2025). Previous research indicates that poor online purchasing experiences might result in negative disconfirmations and cart abandonment (Bhattacharjee, 2001; A. J. Kim & Ko, 2012).

Online retailers must perform thorough study and analysis to comprehend cart abandonment (Jamil et al., 2024; Mazhar et al., 2024). Virtual shopping cart abandonment costs most online businesses up to \$18 billion in revenue each year. Considering the extent and financial

implications of online shopping cart abandonment, it is crucial to prioritize understanding the factors that contribute to this behavior.

The issue of online shopping cart abandonment has collected considerable interest from researchers lately. However, the majority of studies tend to concentrate exclusively on either consumer-specific factors or technology-related factors that contribute to this phenomenon (Das Sarma et al., 2025). Nonetheless, the interplay between consumer-related and technology-related factors influencing online shopping cart abandonment remains largely unexamined.

Research indicates that having too many options can reduce customer motivation to make a decision. It was found that in e-commerce, consumers may experience choice overload due to the abundance of possibilities (Sethuraman et al., 2022). Previous research has not examined the varying elements specify that contribute to shopping cart abandonment. This study proposes examining the shopping cart abandonment from a holistic perspective, taking into account all relevant elements (Gupta et al., 2025). Several factors have been identified as potential causes of shopping cart abandonment, including unexpected costs, lengthy order forms, website issues, lack of payment options and concerns about privacy and security (Close & Kukar-Kinney, 2010; Egelin & Joseph, 2012.; Rajamma et al., 2009; Xu & Huang, 2015). This study is specifically focused on examining the relationship of choice overload, website usability, perceived transaction inconvenience and variety seeking tendency with cart abandonment and its consequences in terms of brand avoidance and negative word of mouth.

1.1. Research Objectives and Research Questions

The primary objectives of this study are: To explain the relation between perceived transaction inconvenience and cart abandonment. To explain the relation between choice overload and cart abandonment. To explain the relation between website usability and cart abandonment. To explain the relation between variety seeking tendency and cart abandonment. To analyze the consequences of cart abandonment in terms of brand avoidance and negative word of mouth.

The research aims to answer the following key questions: What is the relation between perceived transaction inconvenience and cart abandonment? What is the relation between choice overload and cart abandonment? What is the relation between website usability and cart abandonment? What is the relation between variety seeking tendency and cart abandonment? What are the consequences of cart abandonment in terms of brand avoidance and negative word of mouth?

Theoretical/Conceptual Background

In the digital era, e-commerce platforms are facing a significant challenge, a cart abandonment, where consumers add product at their shopping carts but they exit that cart without completing the purchase (Gupta et al., 2025). It has great impact on the revenues of e-commerce sectors (Sharma & Srivastava, 2025). Various factors and theories influencing cart abandonment behavior have been explored, including overload confusion, perceived risk, ambiguity, and consumer mindfulness, all examined through the lens of consumer confusion and mindfulness theory. The findings indicate that overload confusion directly affects cart abandonment, while ambiguity and similarity confusion indirectly influence it through perceived risk. Additionally, consumer mindfulness significantly moderates the relationship between perceived risk and online shopping cart abandonment (Roy & Shaikh, 2024).

Furthermore, value consciousness and comparison-shopping were analyzed using the mental budgeting account theory, yielding results that showed respondents experienced heightened perceived risk and cognitive dissonance as a result of mental budgeting (Sondhi, 2017). These concepts were also framed within cognitive dissonance theory, suggesting that comparison shopping mediates the relationship between value consciousness and cart abandonment, with cognitive conflict serving as a moderator of this mediating effect (Mishra et al., 2021). Finally, self-efficacy and satisfaction with the choice process were investigated through the extended theory of planned behavior and the expectancy disconfirmation model, revealing that perceived risk acts as a mediator between a buyer's online purchasing intention and cart abandonment, while process satisfaction moderates the relationship between these two variables in the context of perceived risk (Sharma & Srivastava, 2025).

This study applies Behavioral-reasoning theory to analyze key factors influencing cart abandonment including consumer-related characteristics such as variety-seeking concern, and choice overload, and website-related barriers such as website usability and perceived transaction inconvenience. Behavioral reasoning theory (BRT) was developed by (Westaby, 2005), it indicates that individuals engage in specific behaviors because reason provides a means to rationalize and justify their decisions. People have both arguments for and against a behavior, which together helps to explain why they do it (Westaby & Fishbein, 1996). These justifications serve as the basis for behavior since they motivate people to seek goals that are supported by sound logic (Westaby, 2005). It draws a clear distinction between reasons and beliefs, with beliefs reflecting individual perceptions of potential future events (Ajzen, 1991),

while reasons serve as explicit justifications for actions (Westaby, 2005). As a result, reasons are important in decision-making, providing rational explanations that underpin our behaviors (Delgosha & Hajiheydari, 2020). This framework effectively facilitates a thorough examination of both the arguments in favor of and those against the practice of cart abandonment, highlighting its complexities and consequences.

2.1 Hypothesis development

The following are the development of hypotheses,

2.2.1. Website Usability and Cart Abandonment

Usability pertains to "how well a product can be utilized by defined users to accomplish designated objectives with effectiveness, efficiency, and satisfaction within a particular context of use(Lee & Kozar, 2012), if these factors are missing then customers leave the website(Fang & Holsapple, 2007).

H1: Website Usability has a significant impact on cart abandonment.

2.2.2. Variety Seeking Tendency and Cart Abandonment

Certain consumers have a sequence of desires and demands that cannot be satisfied by a single brand but only through many brands or products(Huffman & Kahn, 1998; Rubio et al., 2019). Individuals with a higher need for variety are more likely to switch brands than those with lower needs (Trijp et al., 1996). A consumer may prefer variety in one product area while avoiding it in another (Gnoth et al., 2009). Consumers' need for diversity in their product and service selections is referred to as variety-seeking behavior. To better serve consumers and consumer markets, current marketers are focused on enhancing consumers variety seeking behavior(T. Li & Wang, 2025). The variety-seeking propensity hurts customer retention (or loyalty) since variety seekers do not often adhere to a brand and are more likely to try a new product to satisfy their need for excitement, novelty, or social relationships (Zhou et al., 2025).

H2: A higher consumer need for variety significantly influences cart abandonment

2.2.3. Choice Overload and Cart Abandonment

Choice overload occurs when consumers feel overwhelmed by many options, leading to negative experiences (Chernev et al., 2015). The psychological conflict created by having too many choices (Greifeneder et al., 2010) can result in confusion, anxiety, and difficulty in making a decision, often resulting in individuals avoiding making a choice altogether (Jiang et al., 2021). When options are extremely similar and/or information is difficult to obtain, decision

overload occurs more frequently(Goidel & Armstrong, 2025) Choice Overload Concept too many choices can sometimes cause contradictory results, such as consumers making ‘no choice’ or experiencing increased perceived regret(Park & Jang, 2013). Giving consumers a wide range of options can have a two-fold effect on choice: it may both benefit and hinder it. The most intuitive benefit is that the greater the number of possibilities in the choice set, the higher the possibility that consumers can discover a close match to their buying intentions (Chernev et al., 2015).

H3: Choice overload has a significant impact on cart abandonment.

2.2.4. Perceived Transaction Inconvenience and Cart Abandonment

Convenience is a significant factor that influences overall consumer behavior and is particularly important in the decision-making process for online shopping (Rajamma et al., 2009). Research indicates that online consumers expect fast and efficient transaction processing. When users experience inconveniences, such as slow webpage loading, complicated transaction procedures, or the need to create multiple accounts, they are more likely to abandon their shopping carts (Wang et al., 2023). Inconvenience in the transaction are crucial reason for abandoning the purchasing process (G. & Asokan-Ajitha, 2021).

H4: Perceived Transaction inconvenience has a significant impact on cart abandonment

2.2.5. Brand Avoidance and Cart Abandonment

In psychological terms, brand avoidance mirrors the concept of withdrawing from relationships with offenders. Research has shown that the act of forgiving—often a desired outcome in social relationships—has a significant negative correlation with avoidance behavior (Fetscherin & Sampedro, 2019). This suggests that when consumers feel a sense of forgiveness or resolution regarding their negative experiences with a brand, they are less likely to engage in avoidance(Grégoire et al., 2010).

H5: Cart abandonment results in increased brand avoidance.

2.2.6. Negative Word of Mouth and Cart Abandonment

"Negative word of mouth" (NWOM) is a powerful expression of consumer dissatisfaction that has evolved beyond personal circles to encompass vast online communities. In the digital age, individual grievances can have a far-reaching impact, influencing public perception and a

business's reputation. This underscores the critical need for companies to address consumer concerns swiftly and effectively(Arora & Chakraborty, 2020).

H6: Cart abandonment results in increased negative word-of-mouth

2.3. Research Model

The research model is presented in Figure 1.

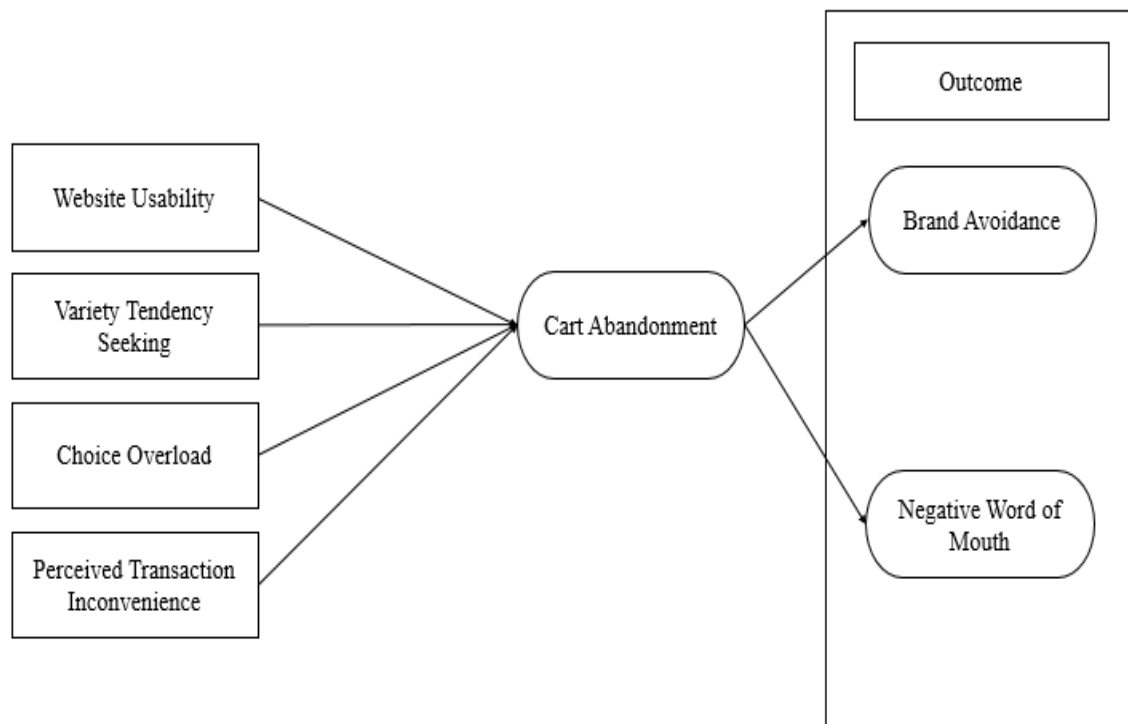


Figure 1. Theoretical Framework

Methods

The study seeks to establish a causal link between variables (Variety seeking behavior, Choice Overload, Transaction Inconvenience, Website Usability) and attitude towards customer returning behavior (Brand Avoidance and Negative Word of Mouth) and this is an explanatory type of study. For this study, data gathered from individuals who engage in online shopping and have left items in their carts. The data collection took place online through a survey questionnaire via Google Forms, distributed through social media platforms like Facebook and WhatsApp. Using traditional paper and pen methods can be expensive and labor-intensive, as it often involves multiple site visits to ensure successful data collection. In many circumstances Moreover, researchers may need access to staff and trainees to help with this process. A more viable alternative is to carry out online surveys, which have proven effective and are being used globally to efficiently gather large volumes of data in a cost-effective manner within relatively short timeframes (Lefever et al., 2007).

An online survey was created using modified measurement scales from literature. The four items of Cart abandonment adopted from (Kapoor & Vij, 2021). The three items scale of Brand Avoidance has been taken from studies by (Jabeen et al., 2022). The three items of Negative Word of Mouth adapted from studies of (Alexandrov et al., 2013). The four scale items has been taken from previously validated measure of Perceived Transaction Inconvenience (Rajamma et al., 2009), while two item scale of Choice Overload was adopted from studies by (Chernev et al., 2015). Website Usability four items reported by (S. Ha & Stoel, 2009) included in this study. The five items of Variety Seeking Tendency was taken from (Alexandrov et al., 2013).

By 2023, the internet sector accounted for over 19% of retail sales, and by 2027 it is expected to account for over 19% of all retail sales globally (Stata, 2024). The increase in retail in e-commerce markets makes online retail buyers the most appropriate study sample as they have a proper understanding of the online landscape and specifically how the retail sector utilizes this landscape. Using a purposive sampling approach, data from three hundred online retail buyers was collected. Considering the study's objectives, using a purposive sampling approach is supported by the assumption that some sorts of people may have important and conflicting perspectives regarding the ideas and issues under research, making their inclusion in the sample necessary (Robinson, 2023). Purposeful sampling was used to pick respondents who are most likely to produce acceptable and helpful information to locate and select respondents who make

the most use of limited research resources (Palinkas et al., 2015). Online survey questionnaire was distributed among 500 online fashion retail buyers. 200 sample size is sufficient to carry out structural equation modeling (Sorenson & Fleming, 2004). However, to overcome sampling problems, a larger sample size of 295 desirables (Wolf et al., 2001). Furthermore, reduced standard error results in sample size larger than 200 respondents (Hox et al., 2017).

Structural equation modeling (SEM) is a statistical technique employed to assess the validity of a theoretical model based on sample data. To validate the proposed model, each dataset was evaluated using various goodness-of-fit indices (Cong et al., 2024). Analysis was done using SEM through IBM SPSS and AMOS 24. SEM is considered a suitable method for data analysis for two specific reasons. First, measurement and structural model estimate was possible at the same time with structural equation modeling. Second, the data satisfies the conditions for sample size, normality and common method bias (Talwar et al., 2022). SEM is a useful statistical tool for researchers in organizational behavior, management, business and applied psychology who want to explore multivariate correlations among model variables (Swanson, 2010).

Data Analysis

The demographics table elucidates the intricate composition of participants in this study, shedding light on crucial demographic factors such as age, gender, educational background, marital status, occupation, internet experience and income. Through analysis, the findings reveal a diverse and representative sample, providing invaluable context for interpreting the study's results. Table navigates the intricacies of participant characteristics, enhancing the depth and clarity of the research findings.

The descriptive statistics encapsulates the essence of our data, offering a succinct summary of key variables and their distribution within the sample. It presents central tendency such as mean, alongside measures of variability including standard deviation, skewness and kurtosis. The table acts as a compass, guiding readers through the quantitative landscape of the study, enabling a comprehensive understanding of the data's characteristics and facilitating informed interpretations of the findings.

The multicollinearity analysis serves as a diagnostic tool, illuminating the interplay between predictor variables within our regression model. It presents measures such as variance inflation factor (VIF) and tolerance, unveiling the extent to which predictors are correlated with each

other. By scrutinizing the table, the presence and magnitude of multicollinearity, a phenomenon that can distort regression coefficients and undermine the reliability of the model. This analysis is pivotal in ensuring the robustness of the regression results and guiding informed decisions regarding variable selection and model refinement.

The Fornell and Liker analysis is a comprehensive visual representation of the discriminant validity within our research model. Through meticulously organized correlations among constructs and their corresponding square roots of average variance extracted (AVE), this table offers a clear depiction of the distinctiveness of each construct. By scrutinizing the table, we can ascertain the degree to which constructs diverge from one another, ensuring that each variable uniquely contributes to the model. This rigorous analysis enhances the credibility of our study's findings and bolsters confidence in the validity of our measurement model.

The measurement model table encapsulates the essence of our research framework by delineating the relationships between observed variables and latent constructs. Through factor loadings, standardized coefficients, and model fit indices such as FL, CR, & AVE. The measurement model offers a comprehensive overview of the validity and reliability of data. By meticulously analyzing this table, we can discern the strength of associations between indicators and underlying constructs, ensuring the robustness and accuracy of our measurement instruments. This table serves as a cornerstone in validating our theoretical framework and fortifying the credibility of our research findings.

Hypotheses testing

The hypothesis testing table serves as the nucleus of our empirical analysis, elucidating the significance and directionality of relationships posited in our research hypotheses. By regression coefficients, standard errors, and corresponding p-values, this table offers a meticulous evaluation of each hypothesis's support or rejection. Through rigorous scrutiny of the table 1 below, we can discern the empirical validity of theoretical propositions, providing critical insights into the underlying dynamics of our study phenomenon. This table serves as a beacon guiding the interpretation of our findings, facilitating evidence-based conclusions and advancing scholarly discourse within our field.

Table 1. Hypotheses testing					
			Estimate	P	Label
CABD	<---	WUBL	.277	.040	Supported
CABD	<---	VSTD	.288	.037	Supported
CABD	<---	COLD	.189	.153	Not Supported
CABD	<---	PTIN	.244	.060	Supported
NWOM	<---	CABD	.552	***	Supported
BAVD	<---	CABD	-.073	.610	Not Supported

The hypotheses testing results provide clear evidence of the factors contributing to cart abandonment (CABD) and its consequences in Pakistan's online fashion retail sector. Website Usability (WUBL) has a positive and statistically significant effect on cart abandonment with p-value (0.040), indicating that poor website usability leads to increased cart abandonment. Similarly, variety seeking tendency (VSTD) shows a strong positive relation with cart abandonment having p-value (0.037), suggesting that consumers who constantly seek new options are more likely to abandon their carts when overwhelmed with alternatives. Perceived transaction inconvenience (PTIN) also positively predicts cart abandonment with p-value (0.060), showing marginal significance and suggesting that complex or inconvenient checkout processes to this behavior. However, choice overload (COLD) impact on cart abandonment is not supported with p-value (0.153), indicating that the overwhelming number of choices did not statistically drive customers to abandon their carts in this context. On the consequence side, cart abandonment significantly leads to negative word of mouth (NWOM) with p-value (0.001), confirming that poor online shopping experiences result in consumers sharing negative feedback. However, cart abandonment impact on brand avoidance is not supported with p-value (0.610), suggesting that single abandoned purchase does not directly cause customers to avoid the brand.

Key Findings

The findings of this study confirm the hypothesized relationships between the variables examined and shopping cart abandonment in fashion e-commerce sector. Each hypothesis received empirical support, indicating a consistent pattern of user behavior across the sample.

Website usability was found to significantly impact shopping cart abandonment rates. Users exposed to more intuitive, fast-loading and well-structured websites were more likely to

complete their purchases. However, choice overload showed an insignificant relationship with cart abandonment, making this hypothesis not supported. While consumers may feel overwhelmed by an excessive number of product choices experienced cognitive fatigue and indecision, it did not necessarily lead them to abandon their carts without completing the purchase. This suggests that while too many choices may slow down decision making, they are not a direct trigger for cart abandonment in this context. Variety-seeking tendency positively influenced cart abandonment rates. Buyers with a high tendency to explore different products and brands often used the shopping cart as a temporary holding space while they continued browsing, eventually abandoning it in favor of other options or platforms. Perceived transaction inconvenience such as hidden fees, complex return policies, limited payment methods became a critical obstacle to complete the purchase. Respondents indicated that these inconveniences directly undermined their motivation to complete the transaction.

The consequences of shopping cart abandonment extended beyond the immediate loss of sales. The analysis revealed that shopping cart abandonment did not lead to brand avoidance, indicating that consumers do not necessarily avoid brand solely because of abandoned purchases. Brand avoidance may stem from multiple other factors such as poor customer service or negative past experiences beyond cart related behavior. However, cart abandonment significantly contributed to negative word of mouth as dissatisfied customers often voiced their frustrations through reviews and social platforms, potentially deterring new customers and harming brand reputation.

Overall, the findings highlighted the combined effect of psychological and technological factors on consumer behavior of shopping cart abandonment, reinforcing the urgency for fashion e-commerce platforms to streamline the customer experience and address both psychological and technological barriers to purchase.

Conclusion and Implications

This study provides critical insights into the shopping cart abandonment phenomenon in fashion e-commerce sector, establishing the importance of website usability, variety seeking tendency and perceived transaction inconvenience. Each of these factors were found to directly influence the likelihood of cart abandonment, which in turn contributes to greater spread of negative word of mouth. The findings confirm that poor website usability drives consumers away before completing a purchase, while an overwhelming array of options includes cognitive overload does not lead to indecision and cart abandonment. Similarly, consumers with a high

tendency to variety seek are less likely to commit to a single purchase, using their cart as a temporary selection tool. Perceived transaction inconvenience, such as complicated checkout processes, unexpected costs and tedious payment steps further deters consumers from completing their purchases. Negative shopping experiences associated with cart abandonment did not foster brand avoidance but encourage dissatisfied customers to share their experiences publicly, increasing reputational risks for e-commerce businesses.

The study contributes to the growing literature on online consumer behavior by applying behavioral reasoning theory(BRT) to explain the psychological and technological mechanisms underlying cart abandonment. By demonstrating the direct and indirect effects of key factors, both cognitive and technological, this research enriches the theoretical understanding of consumer decision-making in digital retail. For practitioners, the findings underscore the importance of designing user-centric online shopping environment. E-commerce managers and digital marketers in the fashion industry should: improve website usability by simplifying navigation, optimizing page load speeds and ensuring a smooth checkout process. Address variety seeking behavior through dynamic product suggestions and flexible shopping features, such as save for later options and personalized offers. Minimize transactional hassles by streamlining the checkout processes, maintaining cost transparency, and offer multiple secure payment options. Furthermore, brands should proactively monitor and manage the post-purchase experiences to prevent negative word of mouth. Investing in customer service, simple return policies and post-purchase engagement strategies can help turn abandoned carts into future opportunities rather than permanent losses.

Reducing shopping cart abandonment is not just a technical challenge, but a strategic imperative that requires an integrated approach to user experience, consumer psychology and brand management in the highly competitive fashion e-commerce market.

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